

Amigoe di Curaçao

DAGBLAD VOOR DE NEDERLANDSE ANTILLEN

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Welcome to Aruba, Amigos

Oranjestad — Your presence makes today one of the happiest in the rich and varied history of Aruba. Your presence puts the crown on efforts made by this community, which rightly could be called "Democracy for Prosperity". Aruba has had its ups and downs. The last 30 years brought economic expansion of enormous proportions and development in economic and social fields at an atomic rate.

The industrial expansion program now has been completed and the rapidly growing population urgently needs new sources of income and more jobs in a hurry.

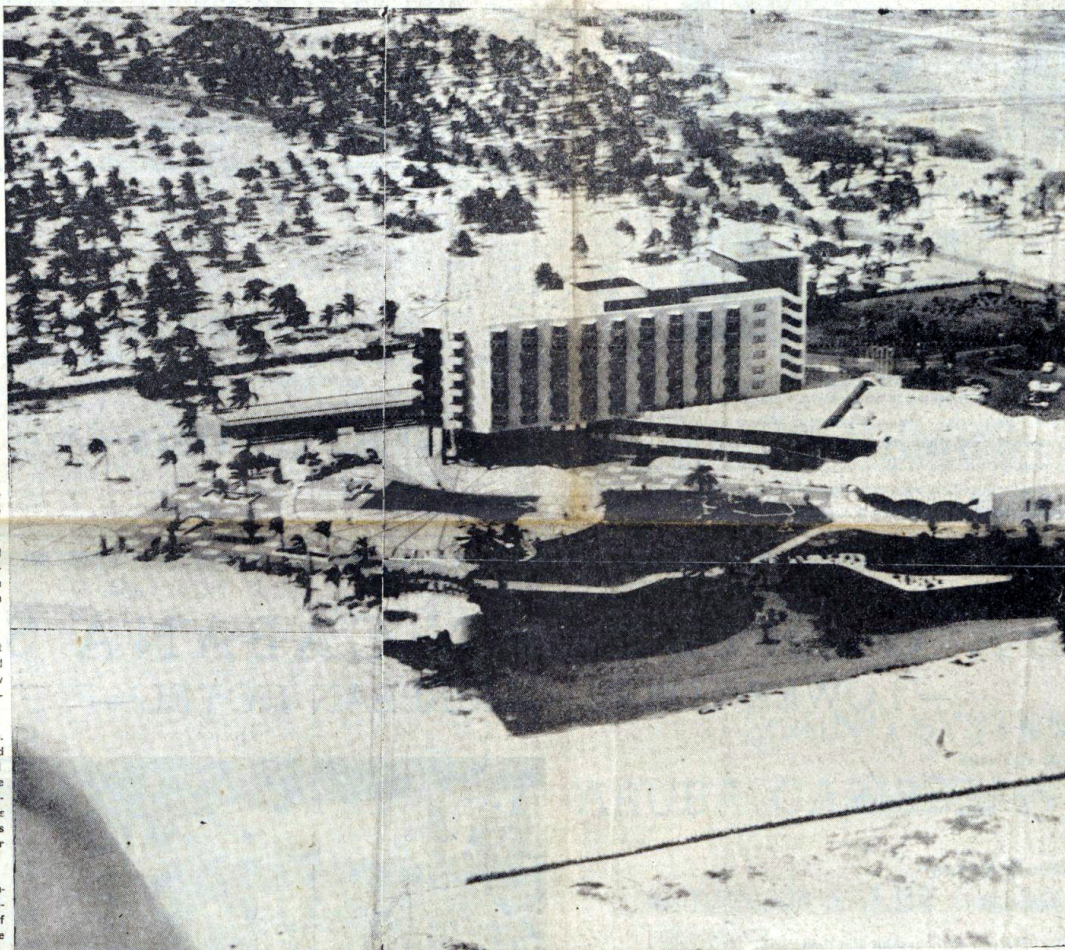
For an island the size of Aruba the investment of many millions of dollars in one project is a most serious affair. For a long time the establishment of this hotel has been, (sometimes very hotly) debated. A prominent Aruban, Mr. Juan E. Yrausquin and a young very enterprising politician Oscar Henriquez, then, after heated debates, cut the Gordian knot and, supported by the members of the majority party, decided to go ahead.

Financing problems were solved by interested financiers and investors in Venezuela and Aruba and with a generous loan from this island government.

The hotel is ready now. Great hopes are incorporated in it and the population of Aruba is now as "one man" to make this enterprise a success.

Aruba has many natural gifts. Its beaches are the cleanest and the most beautiful in the world. The climate is heavenly and the people, 57,000 strong and composed of more than 40 nationalities and speaking many languages want to be honest friends of our guests.

Arubahopes that you will enjoy your stay and that, when home, you'll sing the praises of Aruba, the little island with the great heart.



This is a special edition

The Amigoe di Curaçao is a daily newspaper, published entirely in the Dutch language. In its 76th year of publication, it is one of the oldest newspapers of the Netherlands Antilles.

Editor in chief is Frits Verhorst. Manager, Jean Ehlebracht.

Today's issue is a special edition, published in English, on the occasion of the opening of Aruba's glamour hotel Aruba Caribbean.

Extra copies are distributed among the hotel guests. Additional copies are available at the newsstand in the lower lobby of the hotel. This edition was compiled by the staff of the Aruba office of the Amigoe, Toricellistraat 16, Oranjestad, tel. 1283.

Most pictures were taken by the Aruba editor, Gerrit Schagen. Advertisements were sold by Caribpress, Aruba.

LAST NITE'S PICTURES!

Please turn to pages 11 and 13 for a complete picture-report on last nite's official opening of the ARUBA CARIBBEAN HOTEL.

Copies of pictures available at lower lobby Bookstore

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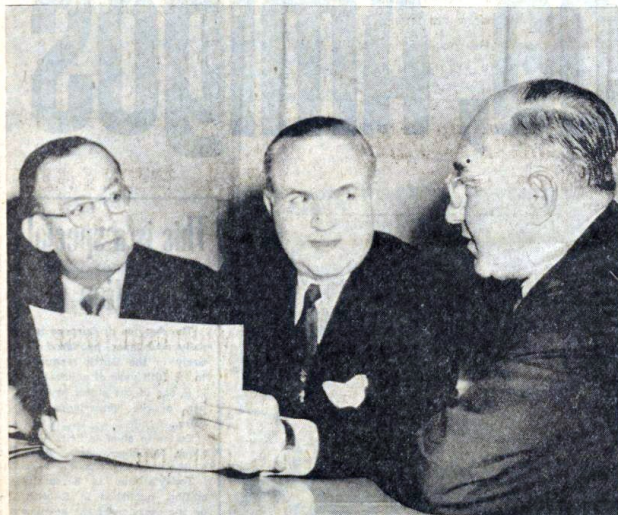
OUR COMPLIMENTS TO THE
PROMOTORSEVERY SUCCES TO
MANAGEMENT

ARUBA CARIBBEAN HOTEL

N.V. WINKEL'S HANDEL-MAATSCHAPPIJ

ARUBA

CONDADO CARIBBEAN MANAGES ARUBA'S GLAMOUR HOTEL



It was love on first sight... between the officers of the financing company and owners of hotel building Aruben N.V. and hoteloperators de Woskin. De Woskin's group had great experience in hotel operations in the United States and for the last few years also in the Caribbean. When the contract was closed with Aruben for management of Aruba's first big hotel, a new operators company was formed. The picture was taken, when mr. Morris R. de Woskin (center) president of the in february 1957 formed Condado Caribbean Hotels Inc. explained the plans for the new Aruba hotel to secretary Carl Devoe (right) and Nathan H. Schwartz. The Condado Caribbean chain is now operating hotels in Aruba, Puerto Rico, Havana and Panama. Aruba Caribbean is now not only the pride of Aruba, but also of the Condado people.

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ARUBA CARIBBEAN CABANA SHOP

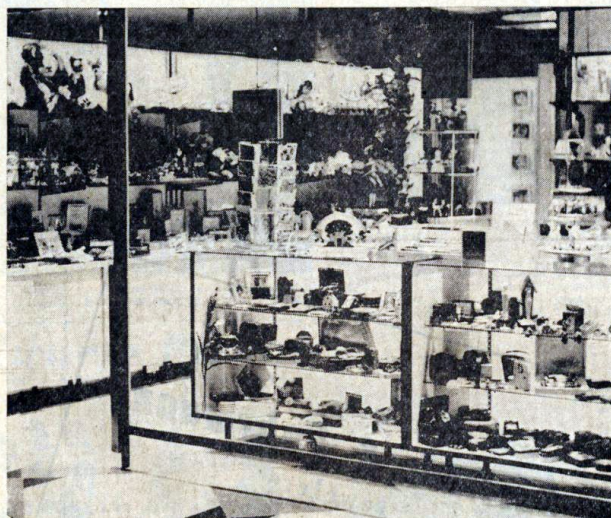
— LOWER LOBBY CARIBBEAN HOTEL —

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For the Antilles there is a central Government with a parliament (Staten) of 22 members, 12 from Curacao, 8 from Aruba, 1 Bonaire and 1 for the Windward islands. For island affairs, there is an elected Island council, consisting of 21 members at each island. At present 4 different po-

for you. Large industries invested for hundreds of millions of dollars in Aruba. They were and are satisfied. So..... Mr. Industrialist and hotel developer... you're very very welcome to the island, where there's always

SHOPPING FIESTA
SUNBEACH SIESTA.

sing with each other. A good thing would be for them to study the local language Papiamentu, which is just what an international peaceloving company needs.

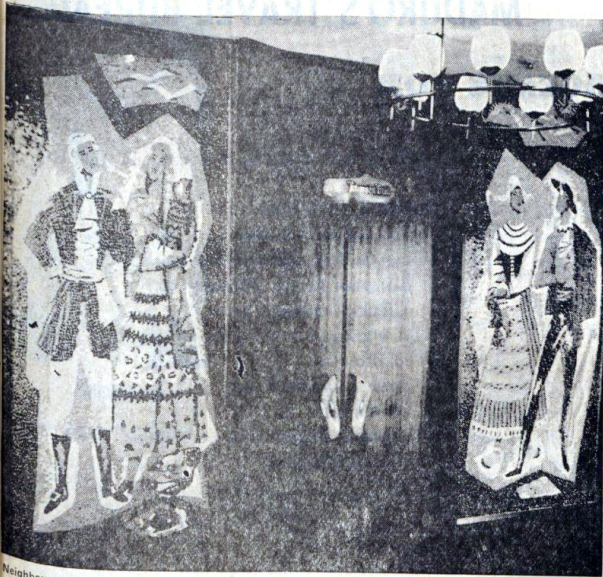
„STUIVER" is the name of the funny square five cent piece. It makes a nice and most inexpensive souvenir.....

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Oranjestad—San Nicolas

Freshness of Tropical breeze throughout interior.....



Neighbour of the Klompenclub, the wooden shoe club, we find the Papiamentu dining room. Papiamentu is the language of Aruba; a musical dialect consisting of words from the English, Spanish, Dutch and Portuguese languages. The mosaic portraits, designed in the offices of Lapidus and made by Italian artists, represent the peoples of the four different countries, which have contributed to „Dushi" Papiamentu....

*Such fun to
Sip a smile...
Relax a while!*

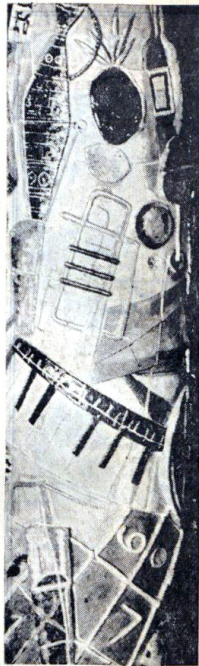
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In the corridor between the Bali bar and the gaming casino there is a beautifully sculptured column, which was designed by the firm of Lapidus and made by hand in an Italian tile factory. Symbolically it tells of the pleasure of gambling, champagne, music and in general the merriment of life.

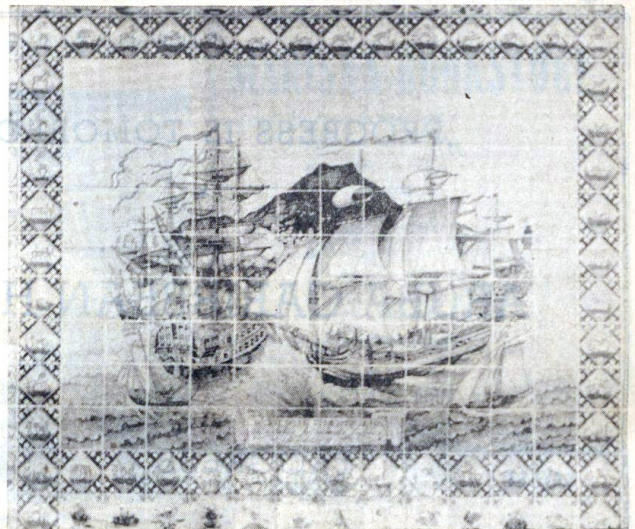


Exotic is the Bali Bar. The beautiful Balinese dancers were designed by the architects in cooperation with Cecilia Staples a well known artist New York City. The figures are exact replicas of original sculptures in romantic Bali in the East Indies.

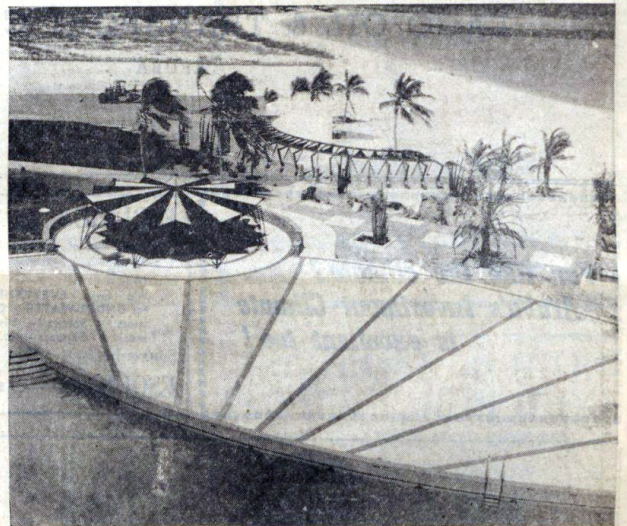
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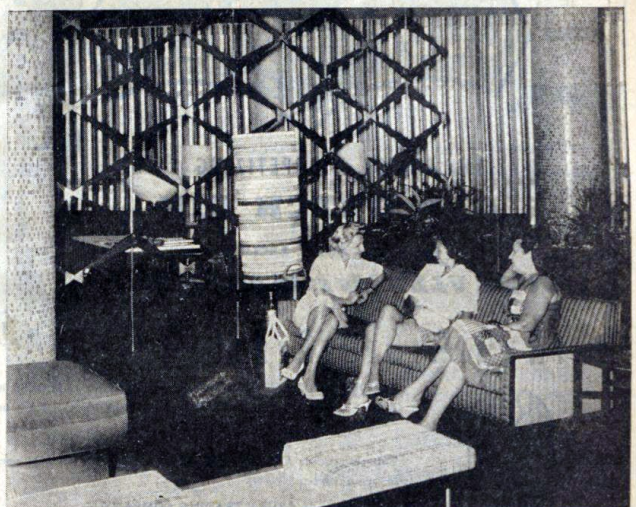
AT BOOKSTORE
LOWER LOBBY



In the main lobby of the hotel your eyes will undoubtedly be drawn to the impressive Delft Blue tile-mural. It was originally designed and shown at the World's Fair of 1939 in New York. The picture shows one of the most interesting scenes of the mural: The first time an American vessel was saluted by a foreign power. This historic occasion took place in St. Eustatius, one of the smaller islands of the group of the Netherlands Antilles. It was a Dutch vessel that thus honored the freedom loving Americans.... That was in 1776... Four years later the British Admiral Rodney took revenge. He destroyed the capital of St. Eustatius, Oranjestad, and the blow was so heavy, that the once prosperous harbour, never regained its former status. In 1939 President Roosevelt presented a bronze plaque in commemoration of this glorious event, that started more than two hundred years of warm friendship between the Antilles and the United States.



The spokes of the pool „wheel" emphasize the importance of this sports- and social-centre. For sun worshippers, who at times like the cooling shade, there is the prismatic canopy in gay colors. The circular space behind the pool is the barbecue zone, with its own bandshell. Dancing in moonlight with the soft murmur of the Caribbean and the velvet smooth sandbeaches will make this one of the favorite spots.



The main lobby is the only non-airconditioned part of the hotel. The architects successfully incorporated the romantic atmosphere and tropical splendour of Aruba in its design. The pleasant trade wind has free play. Special walls, like the intriguing, marble white sculptured blocs, promote natural cooling and filter the light in a most pleasing way. The lobby really welcomes you and makes you feel at home. You'll find no doors here and though this lobby is extremely spacious, the cozy grouping of the colored furniture, the plants, the partitions and even the lightning, tend to give a general feeling of coziness. Nobody will feel lost in this friendly tropical atmosphere.

Arch. Lapidus, Kornblath realized Aruba's fanciest dreams

„ARUBA CARIBBEAN“ designed to put Aruba „on the map“

Once the decision was made to have a glamour hotel built at Aruba, the problem arose of whom to entrust with the design. The governing council of Aruba, in cooperation with the subsidized hotel corporation Aruven, were happy to find the architects firm of Morris Lapidus Associates willing to undertake this venture.

Like most people in those days, the architects did not even know where Aruba was. It was their task not only to design a modern hotel with all conveniences for vacationists, but at the same time make the new hotel something outstanding which in itself would attract the attention of the travelling public to Aruba.

Now that the \$ 4,000,000 hotel is ready, everybody agrees that the architects fully realized their and the islands ambitions.

Aruba Caribbean offers all the luxury and facilities, the charm and atmosphere that a tourist may desire.

Full advantage has been taken of the natural beauty of the site.

The deep blue sea is at the hotel's doorstep... as are the sandy beaches. The rooms are built perpendicular to the sea, all opening on to the beauty of the tropical waters.

The building of a hotel presents infinite problems. To these were added, in the case of the Aruban hotel, specific local problems.

Not only will the hotel be the playground of regular tourists... There will also be a steady stream of cruise passengers, who will come to enjoy the facilities for only a few hours. Still this influx may not ruin the atmosphere for the regular guests.

The architects found the solution to their problems in building wide and very roomy public spaces.

At the same time they are all furnished and divided in such a way that a friendly and cozy atmosphere remains.

It was eighteen years ago that the firm of Lapidus was established. They specialized in hotels which are world famous; the Fontainebleau at Miami, the Eden Roc, the Americana and others.

The firm, which was started in New York branched out to Miami and is now undertaking the designing of other types of buildings. At present they are working on such projects as: the building of a 16 story office building, a building for an atomic reactor plant at Cornell University and atomic generator plant for Consolidated Edison in New York. They are also constructing an apartment house, a bank hospital in Miami, a Mo-

tel in Syracuse, N.Y., a hotel in Los Angeles, a hotel in Nevada, a motel in Norfolk (Virg.) and motels at Kansas City (Miss.) and Chicago (Mass.)

The firm now consists of four principals, Mr. Morris Lapidus, Mr. Leo Kornblath, who had a very active hand in the designing of the Aruba Caribbean, Mr. Abbott Harle and Mr. Harold Liebmann.

A fifth associate, who for many months supervised the building of this Aruban hotel was Mr. George O'Hara. O'Hara most unfortunately passed away... only a few weeks ago at the Arub. Caribbean.

The building of Aruba Caribbean was entrusted to the firm of Taylor Construction, a company with whom the architects were well acquainted. Taylor had executed other construction jobs of their designs. As Mr. Kornblath put it: „Designing is one thing, but to have somebody else carry out your ideas is another.“

Taylor knew how to interpret the ideas behind the plans.

In spite of many difficulties, because of local conditions, Taylor did a marvelous job and deserves credit for it's splendid cooperation in making „Aruba Caribbean“ one of the most outstanding hotels in the world.

More about the hotel The ARUBA CARIBBEAN has not only the best features of fine resort hotels, but will have many new features which could only find themselves in an unusual location, such as is found on the Island of Aruba.

The ARUBA CARIBBEAN is located on a long stretch of the whitest sand beach to be found any place in the Caribbean, PALM BEACH. The water of Palm Beach is calm and sparkling blue. The gradual slope of the beach into the sea not only makes swimming entirely safe, but also permits those who cannot swim to enjoy delightful bathing.

The ARUBA CARIBBEAN is eight stories high, with 120 double rooms and 20 cabanas. The large studio-guest rooms have an interesting arrangement of walls, creating rooms of various shapes never before found in a hotel, living rooms during the day, bedrooms at night.

Each studio-guest room has a separate dressing room, a gleaming tile bath, a large walk-in closet, and each room has a completely secluded private terrace with full view of the ocean.

The lower two floors are public spaces which include: PAPIAMEN TO DINING ROOM, (note: Papiamentu is the native language of Aruba) which is run-



Morris Lapidus, designer of world famous hotels. The artist and associates interpreted the natural charm of tropical Aruba in a peerless beautiful building.

ned by an outdoor dining terrace, and circles you with its unique beauty of decor and reaches lets peak in the exposed rib ceiling soaring to a central round fan of vibrant colors. The dining room can seat 248 persons and the dining terrace has a seating capacity for 194 persons.

The cuisine features, in addition to its continental and American menus, all the delightful and unique specialties of the Caribbean.

ARUBA GAMING CASINO, where you may take a chance on your favorite game, amidst a most interesting setting of white and gold silk brocades, fine woods from elegant palaces, blown glasses from Venice, and statuary from Rome.

THE KLOMPEN CLUB (note: Klompen means wooden shoes in Dutch) is where you'll enjoy music, entertainment, delicious food and exceptional service.

At the entrance of this nightclub, mosaic panels picture the people whose languages were combined to form Aruba's fascinating „Papiamentu“—Portuguese, English, Dutch, and Spanish. The Klopren Club has a capacity for 206 persons.

BALI COCKTAIL LOUNGE (seating capacity for 91 persons), where you'll find fun at its best decorated with life-sized statues including the satirical six-hand ed Goddess of Pleasure.

DI'VI-DIVI COFFEE SHOP (Di'vi-Divi is a typical hunchback tree, caricatured pointing to the South Western direction, shaded by the constant blowing trade-wind), seating capacity for 98

persons, is delightfully informal, completely decorated with a sunny tropical atmosphere. CABANA CLUB AND BEACH facing the sparkling blue Caribbean.

The huge salt-water swimming-pool forms the center of interest for your relaxation and pleasure. There are twenty luxurious cabanas, each with private bath, shower, and double dressing room.

The gardens surrounding the hotel are typical of Aruba, with areas planted with cactus plants amidst unusually shaped boulders found on the island. There are other areas combining the ever present coconut palms and date palms with brilliantly tropical foliage to create fantastic landscape effects.

The HEALTH CLUB is on the roof of the hotel, complete for men and women, including solarium for sunbathing, massage-room etc.

The entire hotel is completely air-conditioned with the exception of the main lobby and the shopping arcade which are open to the „Pasada“ or trade-wind.



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Message of Mr. Oscar Henriquez

Already many years ago Aruba started to try to develop tourism as a new and independent source of income.

However progress was very slow and it became more and more clear that in order to succeed it would be necessary to get out of the vicious circle. To get a considerable number of stay-over tourists it appeared to be necessary to have suitable accommodations. It was clear that private enterprises did not enter into hotel-construction because of the fear to risk capital unless there was proof that the stay-over-tourists would come to Aruba.

At last the Government decided to cut the Gordian knot and now we have a de luxe hotel, which will undoubtedly attract a flow of stay-over-tourists.

Already before the opening of this hotel we have been able to notice how the construction of this extremely fine hotel started to focus the attention of foreign investors on Aruba as a likely spot for a coming boom of tourism.

It is obvious that I am very pleased with this development but I hope sincerely that in the first place our local investors will see their chances and use the opportunities.

The Government, the management of the Aruba Caribbean Hotel and other interested parties like carriers etc. are engaged in an increasing publicity-campaign to attract the tourists.

To the extent of other tourist-resorts shows that more advertising brings more tourists and therefore it is up to Aruba to use and develop the new opportunities.

From an economic point of view the opening of the new hotel marks the beginning of a structural economic change.

It is impossible to predict how far this change will go but it is advisable for anyone taking part of our economic life to take into account that structural changes do always have lasting consequences.

New interesting possibilities will arise but it is also to be expected that some habitual situations in local commerce will change because of the new developments. It will be a matter of foresight and timely adaptation to profit from the increase of income as a consequence of the structural changes.

Those who will reap the benefits will then receive the rewards for their confidence in Aruba's future.

O. S. Henriquez

Editors note: Mr. Henriquez was, together with H.E. Minister J.R. Frausquin, the driving power behind Aruba's first big hotel project. Not only did he steer successfully the appropriation bill for a guarantee of the necessary capital, through the Island Council of Aruba, but he also took a most active part in the realization of the plans.

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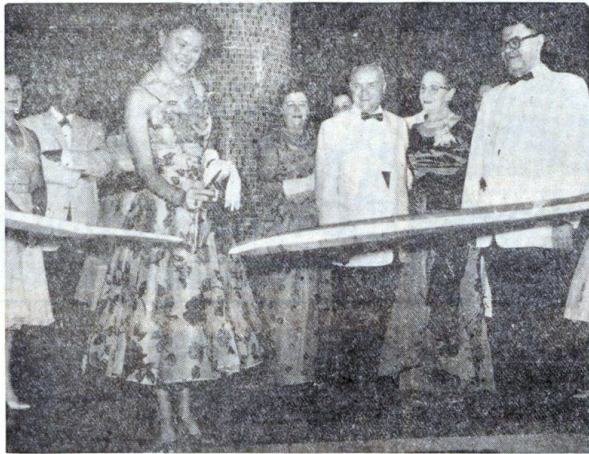
when shopping

in San Nicolas

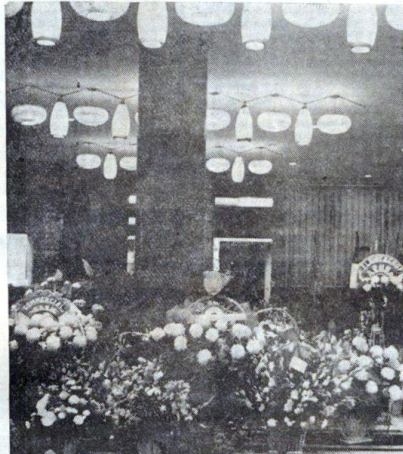
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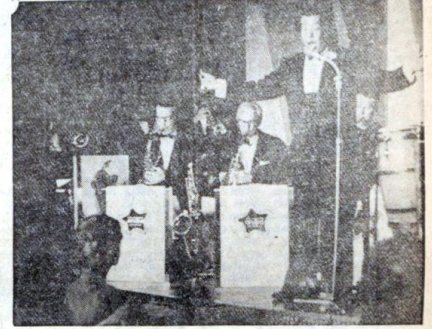
GAY AND COLORFUL SPLENDOUR AT IMPRESSIVE OPENING PARTY



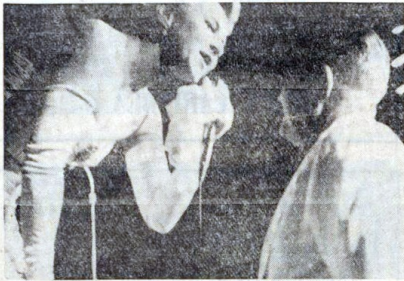
Cutting the ribbon, opening a bright future.



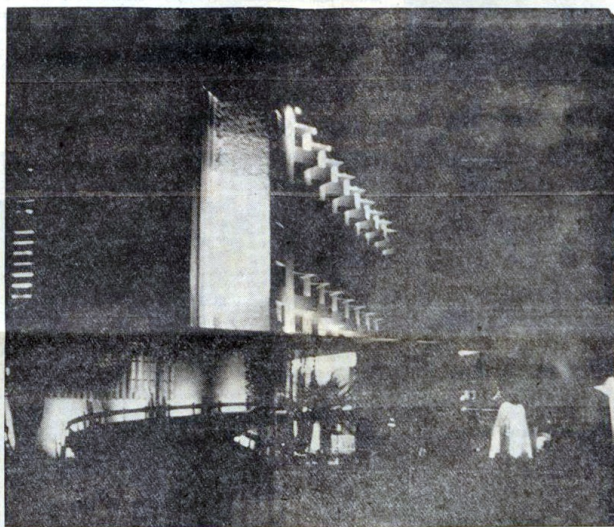
Flowery message



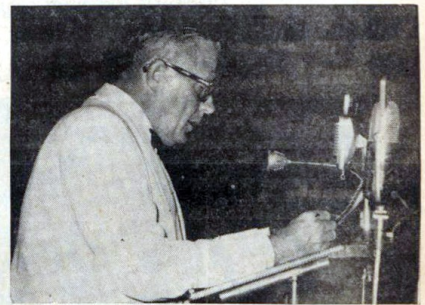
Aruba inspired Chavez.... BRIZA DE ARUBA



Poking fun broke the (official) ice



Artistic Beauty in Tropical nights



GOVERNOR SPEEKENBRINK: CONGRATULATIONS



Local rhythm intrigues showman.



Panam's Peter Wenzel loves Aruba's gayness.

For more pictures
see page 13



Well trained..... ready to serve.



Minister Yrausquin: Not goal, but part of great plan.



Charming girls set stage for top show.

ARUBA
CARIBBEAN
PICTURES

„A JOY FOREVER“ — WITH ONE OF OUR TOP QUALITY GERMAN CAMERA'S
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ARUBA
CAMERA FAN'S
GOLDMINE

Experienced Hotelmanager in charge of Aruba Caribbean

„The guest is always right...“

Condado Caribbean, the hotel operators have been lucky in securing the services of a highly experienced hotel manager, Mr. Carl Wolff. Mr. Wolff was born on April 17, 1906 at Buffalo, New York. He graduated from Cornell University. His first job in the hotelworld was at the Statler hotel. He got his job thanks to a chance meeting with Mr. Statler. Carl was earning some pocket money as a caddy when he happened to meet Mr. Statler. The result: „You're going to work for me“, said Mr. Statler.

Carl started as a night mail clerk. Later followed promotions. Junior Room clerk, Senior, relief clerk, night manager, assistant manager. One thing he learned at the efficiently run Statler hotels was that „the guest is always right“. After twelve years of service he left the Statler to become manager of the Astorhotel. After a few years over to the Robert Clay hotel as manager and then to Elmslie hotel where he stayed for three years.

Before he came to Aruba Mr. Wolff was working as manager of the Parrington Hills Country Club.

Mr. Phil Pekow of Condado ap-

proached him concerning the new enterprise at Aruba. As Mr. Wolff never heard of this island before, he decided to go and see, before accepting this new assignment. He met Mr. Friel of Lago's management and asked about the little island in the Caribbean. The reply was: „You mean Aruba... the island I love“ „there is no better place in the world“.

After looking over Aruba and meeting some of its people, Carl Wolff was impressed with the scope of this hotel and especially with the background of this effort, that is to broaden the economic basis of Aruba and provide through a developed tourist industry, the needed jobs for Aruba's youth.

The job of managing such a hotel requires not only experience, but very special mental qualities. There is no reservoir of personnel. For each job in the hotel, boys and girls have to be trained. Under the all seeing eye of Carl Wolff and with this example as an inspiration and with his staff members who were recruited from the best hotels in Europe and the U.S. the job of training was undertaken. Few people believed in the possibility of train-

ing on such short order a complete working staff for the hotel. Carl however saw this job as one of a higher order, one of helping your neighbours. Ably assisted by Henry Groen, maitre d hotel, he succeeded. Boys and girls were trained in a few short months and the result is that the staff of the hotel consist of about 90 per cent local trained people. Carl Wolff undertook a very difficult job in accepting the general management of this hotel, which means much more to Aruba's population than merely new enterprise. The success of this hotel will decide the future, for a very considerable segment of the population. Carl Wolff undertook a great responsibility, but he did so, as he told us in a spirit of gratefulness to the Creator.

Life has been so good to me, I hope that in this way I can pay back a little on the many many blessings I received in my life.

Carl Wolff is married and grandfather, though one would not believe it seeing him active from early morning till late at night.

He is convinced of the possibilities of this hotel and if it will succeed, it is certain, that Carl Wolff's efforts played a major part in this.

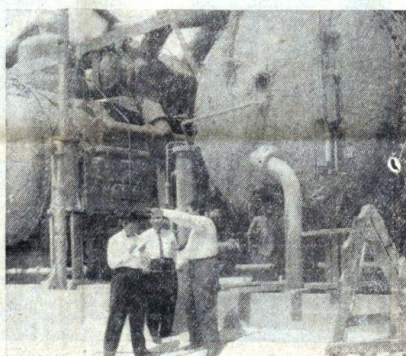


CARL WOLFF. Grateful for many blessings.....



Faits vos jeux.... If they act now like seasoned croupiers it is thanks to the many weeks of instructions and endless games, that were played with the boys as players and croupiers by turn. Under the guidance of expert Donohue, the young boys learned their new and intricate trade.... so that you may enjoy yourself more and more jobs are available....

LARGEST SEA WATER DISTILLERY PLANT



Recently Aruba completed the building of a 12 million dollar plant for seawaterdistilling. The plant was designed by the firm of Weir in Scotland and build by Singmaster and Breyer, New York. All drinking water at Aruba is distilled from seawater. There are no natural resources for fresh water. The water is so pure, that you can taste the difference. It is completely safe. Actually.... taste had to be added.

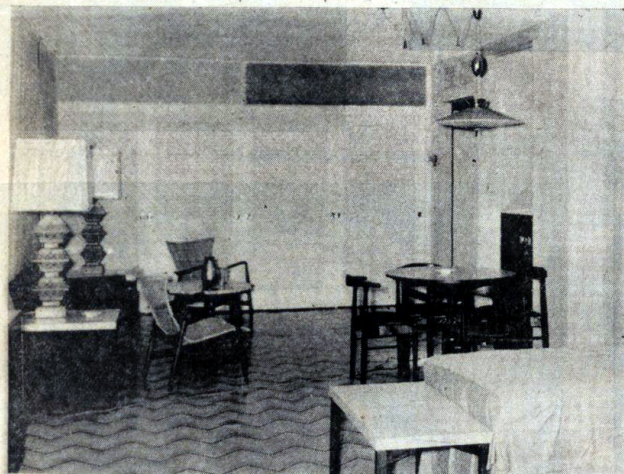
CHAVEZ AT THE „WOODEN SHOE“ CLUB



Mr. Chavez, leader of the world famous Chavez showband, which will be present at the opening of the hotel. In this same program the popular American entertainer Hildegarde. There will be a Venezuelan show and also presentation of Aruban artists, famed for their rhythmical music.



The Papiamentoe diningroom was, during construction of the hotel, Hotelschool. About 100 boys and girls studied here for many different service jobs in the hotel. They were all enthusiastic and a very high percentage of them was signed on for the various jobs in the hotel.



Every single detail had the attention of the designers. Furniture, spreads and curtains, as well as the color of the walls were chosen with great taste. Toppicture: one of the suites. At left bedroom. The floor tiles were of special design and manufactured locally by J. G. de Castro.

WHITFIELD'S ARUBA CARIBBEAN SHOP

We are very proud indeed to offer you our services in the ARUBA CARIBBEAN HOTEL through our shops on the

LOWER LOBBY

NIC HABIBE JR.

Wholesale - Retail - Supermarket

Sends wishes for every possible

Success to

ARUVEN N.V.

&

ARUBA CARIBBEAN HOTEL

LA VENEZOLANA

- Haberdashers - Men's wear specialists.



Congratulations to ARUBA CARIBBEAN.

Best wishes for all distinguished guests.

LA VENEZOLANA - Steenweg 14, Oranjestad.

YOU'RE AN HONORED GUEST

AT

HAIM GOTTFRIED'S Department Store
NASSAUSTRAT 10 TEL. 1237



F. E. Griffin Ends 30 Year Career in Aruba

F. E. Griffin, executive vice president of the Lago Oil & Transport Company, Ltd., has accepted the position of general manager of the Abadan refinery of the Iranian Oil Refining Company. He will also become a director of the Iranian Oil Refining Company, N.V., one of the two operating companies of the Iranian Oil Consortium.

He plans to leave Aruba early in August and will join the Iranian organization in London about September 1, proceeding to Iran shortly after.

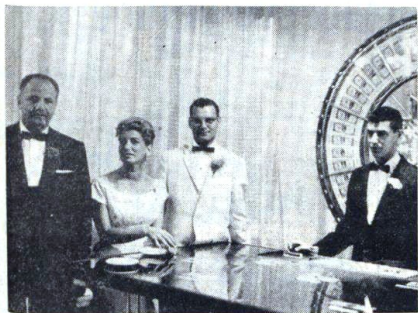
Mr. Griffin's career in the petroleum industry began with his employment as a chemist with

the New England Oil Company at Fall River, Mass. June 1, 1927. In February, 1928 he joined the Mexican Petroleum Corporation at Providence, Rhode Island.

He came to Aruba September 12, 1929 as an oil inspector in the Laboratories, but transferred to the Process Department the following month. In the years to come he progressed through a long succession of operating positions, and was named general manager December 19, 1955.

He has been executive vice president since December 3, 1956. He has been a director of the company since 1949.

IMPORTANT GUESTS GATHERED IN WORLD'S NEWEST HOTEL-CASINO



Happy dreams for sale at luxurious casino.



KLM directors from USA, and Antilles plan great future.



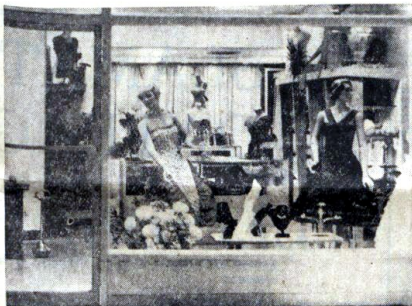
Labour minister has good reason for smiles...



Optimism every where. Local businessmen see great opportunities



„Buffet line". safe feeling for minister Debrat. Insurance experts follow in line.



Lower lobby got new dress-shoppe.



For Spear fishers the deep blue Caribbean is a good hunting place. These boys caught a 300 lbs. fish with the spear. Took some cunning, though to bring the catch home.



Hildegard popular in Aruba Caribbean as in the States.



Lucullus' feast for eye & tongue



Great crowd witnessed historic happening.

Highlights of a happy evening

It's open now, the ribbon was cut by charming miss Arends, daughter of Aruba's Lt. Governor and mrr. Arends. It's open the hotel and open is the road to the development of Aruba's tourist industry.... This is not the end... but the beginning, said the various speakers.

A happy day for Aruba.

Happy too, that so many came to celebrate with the Arubans. The impressive Venezuelan delegation with ministers dr. Jose Antonio Mayobre (Agriculture), dr. Luis Augusto Debuc (Interior), dr. Luis Hernandez Solis (Labour), and a representative of the foreign affairs ministry dr. Luis Rodriguez Espina.

Then there were the American and netherlands ambassadors in Caracas. The prime minister of the Antilles and all the members of his cabinet.

Venezuela's representatives of Venubus (the investment company in Venezuela in the hotel), dr. Mallan, promoter of this investment firm.

There were businessmen of the largest commercial enterprises at the Antilles. Directors of world-wide oil companies and representatives of all Aruba's wike of life. All celebrating the happy event of the completion of a great and daring enterprise. Yes, there were official speeches. But there was also a cold buffet, fit for a king.

The official ice was broken, when the incomparable Hildegard poked fun at a minister. His Excellency liked it most and turned out to be a fine and humorous sportsman. There was also Chavez and his musicians, who won the hearts of all when a new tune was played, composed by artist Chavez, who saw inspired by Aruba's hotel and climate. Fittingly he named it Aruba's breeze. There was the casino where dreams can be bought. There was the absolute absence of first day jitters. Aruba Caribbean went off to a flying start. The staff from humble bell-boy to general manager proved their worth. It's good to entrust them with the confidence of Aruba...

Hotel jobs... for Bell boys. Waiters, barkeepers... they all have their special difficulties to master, before excelling in it. So take the opportunity and study. Make notes and read them through tonight. A hotel creates many jobs. More power to it.

P.S. More service to you. New shops were opened. Whitfelds Lower lobby dress shoppe and Maduro & Sons travel agency. They reserve roundtrips to all continents, sightseeing trips in Aruba and (for the time being) single trips to the moon.

Aruba hopes you'll be back often!



Complete travel service in lower lobby.

THIS HAPPY OCCASION CALLS FOR
HEINEKENS

IMPORTED BEER
-FROM HOLLAND-

THE MOST DELICIOUS AND MOST POPULAR BEER FOR HAPPY SOUL - CONDITIONING

From wasteland to fun-packed vacation center

Incentives and Industrial growth in ARUBA



The Curacao island of Aruba is today

ment of the development of a bold and from present indications, highly successful economic program.

Here the Aruban administration has solved the knotty problem of how to give free enterprise the maximum opportunity for growth while at the same time bringing to the population of the island the maximum social benefits of the Twentieth Century.

Good Tax Situation

On Aruba, business enjoys an extremely attractive investment climate, an inviting tax situation, and a minimum of hampering red tape. On this same island there is practically no unemployment, 25 per cent of the population is in good schools, and the inhabitants enjoy the highest standard of living in the Caribbean and one of the highest in the world.

The Aruban program has begun to pay off. There is considerable interest in the possibilities of a chemical plant on the island.

As a result of the evaporating process of the sea water distilling plant, salt-cake containing a number of chemicals will be available in quantity. With relatively cheap electricity, electrolysis of the salt to produce caustic soda, chlorine and some minor products offers an attractive industrial opportunity. Oil refineries are using a lot caustic soda and in the Antilles are two of the largest refineries of the world, so the market for the product is good.

Geologists who have made superficial studies of the island say there is a distinct possibility that the southwest coast of Aruba may produce oil.

Plans for thorough mineral explorations are being made ready for 1960.

ECC To Aid Trade

The European Economic Community, coming into being on January 1, 1959 is also expected to be a boon to Aruba. Duties and trade barriers of all sorts between the participating countries will disappear gradually, and this means that the competition for the American exporter to the European market will get tougher and tougher. For that reason, many American factories are setting up subsidiaries in Europe.

However, they can achieve the same result if they set up factories in Aruba, because the Netherlands Antilles are going to be a part of the EEC and any article manufactured in Aruba will enter the European market without paying duties. An American factory manufacturing on Aruba can therefore have the same advantages as though its products were manufactured in Europe plus the additional advantage of Aruba tax exemptions, which a subsidiary cannot get in Europe. What's more, the products can be exported easily to South American countries.

The Aruba success story began in 1926, when Lago Oil and Transport Co. came looking for a site to establish an oil refinery. Lago, a subsidiary of Standard Oil of New Jersey, wanted a potentially good port.

When the Netherlands Antilles obtained full autonomy as a co-partner in the Kingdom of the Netherlands in 1954, the island administration almost immediately launched a bold and far-sighted program that is coming into full fruition this year.

Tax Holiday For Ten Years

First came the creation of an inviting investment climate, to woo new industry and diversify the economy. Today industrial or tourist-type enterprises can obtain a tax holiday for a period of 10 years after being established. Required is an investment of about \$ 50,000 for the new business, except in the case of tourist hotels, where an investment of about \$ 250,000 is necessary. If the enterprise regularly employs at least 50 Arubans, it is possible to invest a smaller amount and still obtain the exemption.

Qualifying industries are exempt from all profits tax, real estate tax, and from the heavy import duties on goods and building materials needed to establish the enterprise. Entry of these profits into the form of dividends are also exempt from personal income taxes within two years. There is no sales tax.

Security of operation is one of the chief attractions. Foreign investors may own all or part of any enterprise, and there are no restrictions against the employment of foreign managers and technicians. The threat of expropriation or nationalization of foreign enterprises does not exist in the Netherlands Antilles.

Holding or investment companies organized elsewhere to hold securities, are subject to a tax of only 24 per cent. No capital gains tax is required of them. Trusts get the same tax treatment.

Today the Netherlands Antilles are included in the U.S.A. Netherland treaty eliminating double taxation. Foreign companies which qualify may obtain a general license giving them the status of a non-resident and freedom from foreign exchange control. The Antillean guilder is a "hard currency" with a fixed exchange rate of 1.855 to \$ 1 U.S.

To these advantages have been added those of a free port. Import duties outside the free zone are very low. Oranjestad harbor, the commercial port of Aruba, was recently dredged to 33 feet. Establishment of a free zone within this harbor's limits makes the capital of Oranjestad an ideal place for transients, and interested investors can erect warehouses there. The port of San Nicolaas, on the south-eastern tip of the island, is the deepest in the Caribbean, with 400 feet depth.

There is daily air service by KLM Airline to the U.S. and South America. Oranjestad is six hours by air from Miami. Shipping lines which regularly call at the island include Grace Line, Alcoa and KNSM.

Guests invited for the grand opening

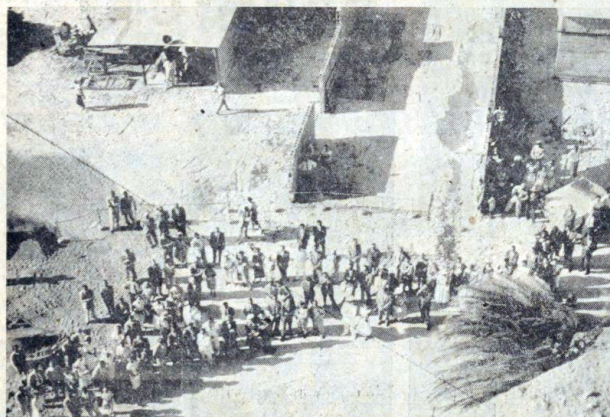
Oranjestad — For the grand opening of the Aruba Caribbean hotel a governments delegation from Venezuela is expected. Also present will be H.E. the Governor of the Netherlands Antilles dr. Speekenbrink, and several cabinet ministers.

From Venezuela, were invited: H.E. the Netherlands Ambassador in Venezuela, dr. Boon, H.E. the American ambassador in Venezuela, mr. E. Sparks, The president of the Creole Petroleum Corp., mr. Proffitt, The director of the Venezuelan Tourist Bureau, mr. Aquiles Benitez, the Director of the Venezuelan Aeronautics Civil dr. Horacio Lopez Conde, the asst. president of the Compania Shell de Venezuela, Jose Geicopini Zarraz, the Manager of Hotel Avila, Caracas, mr. Garder, representative of Venezuela (Venezuelan investors in the Aruba Caribbean hotel) dr. Phillip Mallen and dr. Brucke. Three travel agents were invited and reporters of the daily newspapers La Estera, Universal, El Nacional.

From the U.S.A. are expected: P. Frisby - Vice Pres. Grace Line; J. Witzen Cijbeek - Sales Manager K.L.M. Frank Muni - Publ. Relations K.L.M. N. York; Korean Manager K.L.M. Western Region U.S.A.; Stewart Schackne - Publ. Relations Manager Standard Oil N. Jersey; Representative Delta Airlines; Wenzel - Pan Am Airways; Representative Transcaribbean Airways; Miss Lee Karwick - Executive Director Car. Tour. Ass.; Henk Mayer - Henk Mayer Associates.

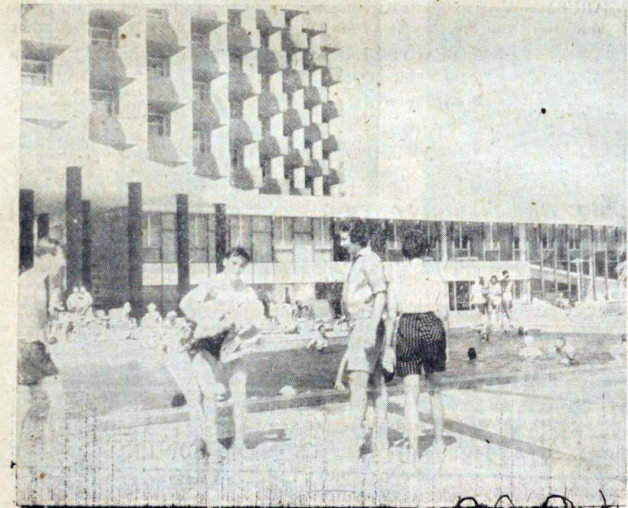
8 Travel Agents and reporters of The Miami Herald, the National Broadcasting Co. Interline Reporter, Travel Agent, Hotel Management, Travel weekly and Asta Travel News.

Special newsreel movies will be made by Bolivar Films of Venezuela. These will be shown on TV and in 36 moviehouses in Venezuela.



How it grew. The top photo shows the palm lined beach, where the hotel was built. No palms were destroyed. Where necessary they were transplanted. Aruba owes its palm beach to two young men, who about 40 years ago planted the palms.

In the second picture they're all looking up. Its for the Dividivi tree (next picture) this was planted on the roof, as a sign that the highest point of the structure was reached. After all this work..... there's play now. Center of activity is the swimming pool of the world's most modern hotel, Aruba Caribbean.



For your electrical needs

See GENERAL STORE

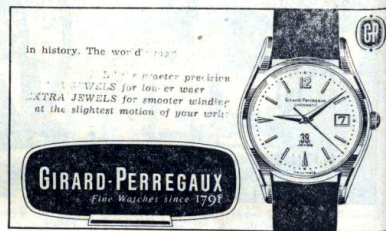
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All articles sold under guarantee!



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No Menu, but.....
Real Genuine Indonesian

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(RICE-TABLE)

40

Different, palate kissing spiced dishes.
Separately served.
An unforgettable happy experience.

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chosen by the CARIBBEAN TOURIST
ASSOCIATION (New York)

As the BEST restaurant in the Caribbean.

ARUBA STEAM LAUNDRY

AND

DRY CLEANING COMPANY N. V.

- HOTEL LAUNDRY
- DRY CLEANERS
- VALET SERVICE

PHONE 5558

PHONE 5558

PRESS AMONGST FIRST TO ADMIRE HOTEL



Before the official opening of the hotel, Carl Wolff received representatives of the Aruban press standing. J.T.C. C.B.J. Celaira, newscaster of Voz di Aruba, Deputy Oscar Henriquez, mr. Reep, of the architects firm of Lapidus, Jos vander Schoot, repr. the radio, were service ANP, Carlos Kelsboom, PJA 5, Nicolas Piña, director of the governments in information service, mr. Ethier, manager of Condado Caribbean hotels, just returned from a three-month trip in Latin America. E. A. Bailey, editor of the "The Local", C. Pieters, correspondent of daily La Prensa, Adriaan Arends, director of radio station Voz di Aruba, mr. Rubens, exec. Vice president of Condado Caribbean Hotels, Seated next to him, a comblath associate of Mr. Lapidus, Architects Mrs. Echelson, correspondent of Daily Journal (Caracas), Carl Wolff and M. van der Meer (in charge of the Aruba tourist bureau. Not in the photo, but present at the dinner was Wick Wolf, editor of Arubaanse courant and Gerrit Schager, Aruba editor of Amigoe di Curacao.

Aruba has the purest drinking water in the world. The water from the 10 million dollar distillation plant is tasteless. To suit you, has been added.

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B. J. ARENDS

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STANLEY hand- and electric tools
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THE BEST ASSORTED HARDWARE
BUSINESS ON THE ISLAND

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Oranjestad
SPECIALIZING IN MATERIALS BY THE YARD!
● Swiss embroidered linens
● Organo's
● Nylons
● Genuine Italian silk
● Drip-dry material

Nassaustraat 34
You're very welcome!

Robin's farms grow Tobacco on water

Bayuk Cigars, Inc. of Philadelphia, Pennsylvania, manufacturers of Phillies, Websters, and other popular brands of cigars has awarded a research grant to Robins Farms International, Inc. for the purpose of exploring the commercial possibilities of growing cigar wrapper tobacco (deblad) in Aruba.

The recent very high sales increase in the cigar industry coupled with an ever increasing shortage of wrapper tobacco has caused Bayuk to explore other areas where this crop might be grown. Presently, world acreage is limited to the Connecticut Valley and a small section of North Florida — South Georgia in the U.S. Former supplies from Sumatra are virtually non-existent.

Mr. Robins, on behalf of the Nutriculture Farm, states that there is every indication that wrapper tobacco can be grown in Aruba under nutriculture conditions. He began experimental work with this crop in Puerto Rico in 1954. The dry climate of Aruba and the paucity of fungus could be very advantageous in the cultivation of this crop. Excellent

transportation from Aruba to the U.S., both by sea and by air provide for assurance of a continuing export.

The grant provides sufficient funds for the construction of nutriculture growing beds and tanks to begin trial seed selections. Robins Farms International will furnish the personnel required in addition to providing the laboratory research work on various nutrient solutions. Should the initial work indicate successful results, the grant will be extended to provide for the growing of large commercial quantities of the selected leaves.

Mr. Robins stated that even though the commercial potential for this crop in Aruba is remote at the present time, he feels that the possibilities are extremely promising. "It will be a pleasure to work with the Bayuk Cigar Company for in my opinion not only is that company one of the largest cigar manufacturers in the U.S.A., but also the most progressive tobacco farmers. Bayuk has for many years owned tobacco farms."

CHAS' NEME
PIONEER HOTEL BUILDER

Oranjestad. — A place of honor in this special hotel edition, deserves mr. Chas Neme, prominent businessman and pioneer in the hotelbusiness of Aruba. When nobody believed in tourism, he invested private capital in the building of Aruba's first hotel, the Strand, at the LL Smithboulevard, Oranjestad.

Years later, he tried to interest his fellow merchants in the building of a first hotel resort on the beach. Again however, it turned out that many liked the idea, but did not want to risk any capital. Their confidence in Aruba's future as a tourist center was small...

Chas Neme went ahead. With the cooperation of the government he build the first hotel on the beach, the BASIRUTI.

Chas Neme, who has several highly successful businesses at Aruba, was born in the Lebanon. More than twenty years ago he came to Aruba, where he started out small, gradually building up a business that now belongs to the most important of Aruba and where many dozens of people find

steady and good employment. No doubt has his decision to risk his capital and build the Basiruti hotel also influenced thinking and building up enough confidence, to make the Aruba Caribbean possible.



CONTRIBUTION TO JAZZ

A cultural contribution of the island of Aruba is a new jazz instrument, the WIRI WIRI. Made of a length of steel, ridged like a washboard, the Wiri wiri is played with an ice-pick. The clear metallic beat accentuates the sharply syncopated Arabian dance music. One of the most popular rhythms... the Tumba.



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THE FIRST TOURIST RESORT ON THE NICEST SPOT OF PALM BEACH

● FOR A DIFFERENT DISH IN FUN PACKED INFORMAL, PLEASANT ATMOSPHERE. RESTAURANT, BAR, DANCE FLOORS

● SO NEAR (walking distance) Aruba Caribbean! YET SO DIFFERENT. FUN IN THE SUN AT INFORMAL

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BASIRUTI

THE EPITOME OF HOSPITALITY

Visit the finest „year-round" playground in the Caribbean
ARUBA, Netherlands West Indies



ARUBA is easily accessible by boat or plane from all parts of the globe and offers you the very best for a most enjoyable and carefree vacation.

- BEAUTIFUL BEACHES with opportunities of all kinds of watersports
- MECHANISE from all over the world at free-port prices
- CONTRASTING SCENERIES and a constant mild climate

BE SURE TO SPENT YOUR NEXT VACATION IN ARUBA

For more information write to:

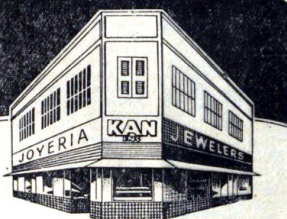
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Oranjestad — Aruba

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or
HANK MEYER ASSOCIATES
407 Lincoln Road
Miami Beach, Fla., U.S.A.



KAN INC.



Aruba, 17 July 1959

Mr. C. Wolff,
General-Manager
Aruba Caribbean Hotel,
Palm Beach,
Aruba, N.A.

Dear Mr. Wolff:
Your fine hotel is about to be officially opened. We take this opportunity to congratulate you, your principals and your staff on this occasion. We are happy that the „Aruba Caribbean Hotel" is in business now. We know it will be a success, because we are convinced that our little, yet delightful island offers everything tourists can ask for. They will discover a fine modern hotel, beautiful beaches, a quaint little town, delightful weather and in the stores world famous articles at bargain prices. We, of Kan, Inc., have tried for over 40 years in Holland and more than 10 years here in Aruba to give our ever increasing number of costumers just those world famous articles at just those bargain prices. We, of course, plan to continue with this successful policy and we hope to grow together with your hotel, together with Aruba. We wish you every bit of success and offer you all possible cooperation.

Yours truly,
KAN, Inc.

TEL. 1193
NASSAUSTRAT 47
ORANJESTAD